

**IN THE CLAIMS:**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~striketrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

1. (currently amended) A method of acquiring new customers, the method comprising:

transmitting, to a first terminal at an existing customer of a business, a first e-mail requesting an introduction of a new customer-to-be for the business to acquire new customers through a Web site, based on information on the existing customer registered in a first file;

registering the information on the existing customer to a second file when receiving an application from the existing customer and identifying the existing customer as an introducer of a new customer;

transmitting, to the first terminal, a second e-mail to be transferred to a second terminal of the new customer, the second e-mail including information on the business;

registering information of the new customer to a third file when the new customer places an order through the Web site according to the information on the business; and

transmitting a third e-mail requesting an introduction of another new customer-to-be for the business to the second terminal when identifying the new customer as another existing customer after checking the third file, the identified new customer being required to purchase products of the business prior to transmitting the third email; and

wherein the information of the existing customer in the second file is checked with the information on the new customer in the third file when the order is received from the second terminal .

2. (previously presented) The method according to claim 1, further comprising:  
providing an incentive to the existing customer when the new customer places an order through the Web site.

3. (previously presented) The method according to claim 1, wherein the second e-mail is transferred to an e-mail address selected from an e-mail address book of the first terminal.

4. (previously presented) The method according to claim 1, wherein the information

about the existing customer is inputted at the second terminal when the new customer places the order through the Web site.

5. (currently amended) A computer readable medium having instructions stored therein, which when executed on a computer, causes the computer to perform operations, comprising:

transmitting, to a first terminal at an existing customer of a business, a first e-mail requesting an introduction of a new customer-to-be for the business to acquire new customers through a Web site, based on information on the existing customer registered in a first file;

registering the information on the existing customer to a second file when receiving an application from the existing customer and identifying the existing customer as an introducer of a new customer;

transmitting, to the first terminal, a second e-mail to be transferred to a second terminal of the new customer, the second e-mail including information on the business;

registering information of the new customer to a third file when the new customer inputs an order through the Web site according to the information on the business; and

transmitting a third e-mail requesting an introduction of another new customer-to-be for the business to the second terminal when identifying the new customer as another existing customer after checking the third file, the identified new customer being required to purchase products of the business prior to transmitting the third email; and

wherein the information of the existing customer in the second file is checked with the information on the new customer in the third file when the order is received from the second terminal .

6-9. (cancelled)

10. (currently amended) A method of acquiring new customers for a business, comprising:

transmitting a first e-mail requesting an introduction of a new customer to a terminal of an existing customer based on registered information on the existing customer in a first file and registering the information of the existing customer to a second file based on a response to the first e-mail from the existing customer; ~~and~~

transmitting a second e-mail including information related to the business to other terminals via the terminal of the existing customer and registering customer information of other terminals to a ~~third~~\_file in response to orders received from the other terminals according to the information related to the business, where information of the existing customer is checked with

the information on the new customer in the third file when the orders are received from the other terminals; and

transmitting a third e-mail requesting an introduction of another new customer—to-be for the business to the other terminals when identifying the new customer as another existing customer after checking the third file, the identified new customer being required to purchase products of the business prior to transmitting the third email.

11. (currently amended) A method of acquiring new customers for a business, comprising:

receiving information of a potential customer from an existing customer in response to a first e-mail sent to the existing customer; ~~and~~

sending a second e-mail including information with respect to the business to the potential customer using a terminal of the existing customer, wherein information of the potential customer and information on the existing customer are categorically stored based on receipt of a response to the first e-mail or the second e-mail; and

transmitting a third e-mail requesting an introduction of another new customer—to-be for the business when identifying the new customer as another existing customer after checking the third file, the identified new customer being required to purchase products of the business prior to transmitting the third email.

12. (currently amended) A method of acquiring new customers, comprising:

requesting data of a potential customer from an existing customer using a first e-mail and sending a second e-mail responsive to receipt of requested data from the existing customer; ~~and~~

forwarding the received second e-mail to the potential customer and selectively storing data of the existing customer in corresponding files in accordance with receipt of the first e-mail, the second e-mail or an order from the potential customer; and

transmitting a third e-mail requesting an introduction of another new customer—to-be for the business when identifying the new customer as another existing customer after checking the third file, the identified new customer being required to purchase products of the business prior to transmitting the third email.

13. (new) A method of acquiring new customers, comprising:

transmitting in response to a first email soliciting from an existing customer information of a potential customer, a second email soliciting the potential customer from the email of the existing customer; and

purchasing by the potential customer a product, in response to which the potential

customer becomes a new existing customer and a third email is transmitted from the new existing customer soliciting another potential customer.